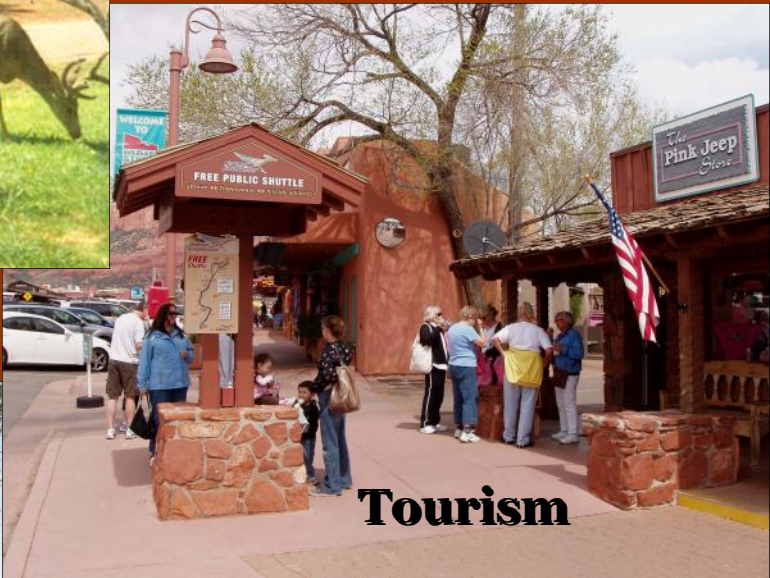


# What's our common vision for Sedona?

*January 2013*



**Environment**



**Tourism**



**Community**



## *Community Planning Edition*

**A publication of the Citizens Steering Committee  
for the new Community Plan**



City of Sedona  
102 Roadrunner Drive  
Sedona, AZ 86336

This special publication was written and produced by the Citizens Steering Committee for the new Community Plan, with help of the City’s Community Development staff and many involved Sedonans.

Our hearty thanks to the *Sedona Red Rock News* for its outstanding cooperation.

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Oh, and by the way —  
*Happy New Year*  
and  
*Happy 2020 and Beyond!*

### Fellow Sedonans:

You have given us a wealth of ideas and suggestions since the new Community Plan process began in 2010. We’ve analyzed it all and we’re nearing our goal, but one major question remains: what’s the vision for **one** Sedona in 2020 and Beyond? What will the City — and you, and others — need to do to achieve the common vision?

Please help us answer these questions. Community meetings in mid-January present three different scenarios, which are also described in this publication. These three scenarios are also on display in big aerial photo exhibit panels. Only you can tell us how to merge them into a single vision for 2020 and Beyond.

By City Council proclamation, January is “Community Plan Month” in Sedona. Join us and your neighbors in this important endeavor. This tabloid, plus three identical public meetings, our monthly column in *Sedona Red Rock News*, “pop-up” exhibits and other events and things are happening. But the **most important** is your response using pages 7 –10 of this tabloid before January 31. Thank you!

— Citizens Steering Committee

### How to use this publication

This tabloid describes three different visions of Sedona, provides some different ways to think about and evaluate them, and allows you to state your preferences and opinions about them. Your input will help the Citizens Steering Committee identify **one** vision for Sedona that will be at the heart of our new Community Plan.

**First, lift out the center section of this tabloid (pages 7-10) and set it aside for now. You’ll use that section later to provide your input. Study the remaining pages first.**

E-T-C stands for Environment, Tourism, and Community. These three themes have dominated the input you have given to the Citizens Steering Committee during its two-year outreach phase. In a dozen open-ended public meetings and eight topical workshops, you have been challenged to imagine what Sedona could be like in “2020 and Beyond.”

About many of your ideas and suggestions there was no debate. For example, you want to protect our natural beauty, reduce traffic problems, and promote the arts. These and other widely-shared views are already in line to be included in the new Community Plan. You’ll see some of them on pages 14-15.

But you had some differing ideas and priorities when it comes to the three E-T-C scenarios. And it became clear that we will have to consider some trade-offs and make some priorities to arrive at **one** vision for Sedona that the majority of us can support. But how do we do that?

### Turning three visions into one

To find that common ground, each of us needs to really understand all the possibilities. So we ask you now to push your imagination to the limit. Please imagine three different future versions of Sedona, one for each of the E-T-C scenarios. **Project yourself** into each of these three futures one at a time, look around, walk through your typical day, and feel what it’s like. We prepared some aids to help you do that.

You may not find any one scenario completely agreeable — fine, because they’re not written that way. But **specific parts of each** will likely resonate with you. So keep an open mind and take some time with each. Note your thoughts and feelings **before** moving on to the next one. Remember that the ultimate goal of doing all this is to find common ground, so none of these three visions will “win.” Instead, your reactions will be a guide to the right balance of all three.

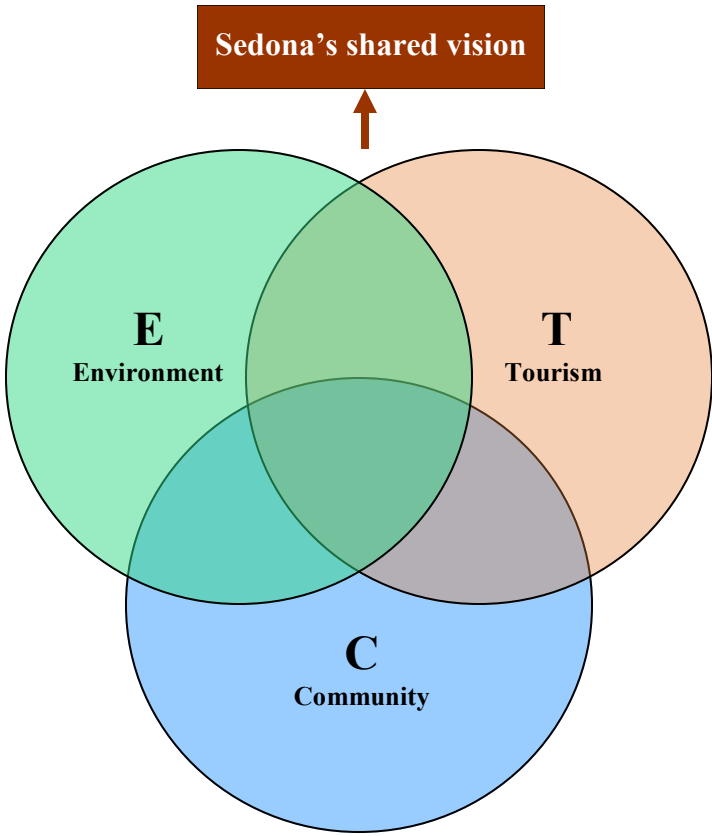
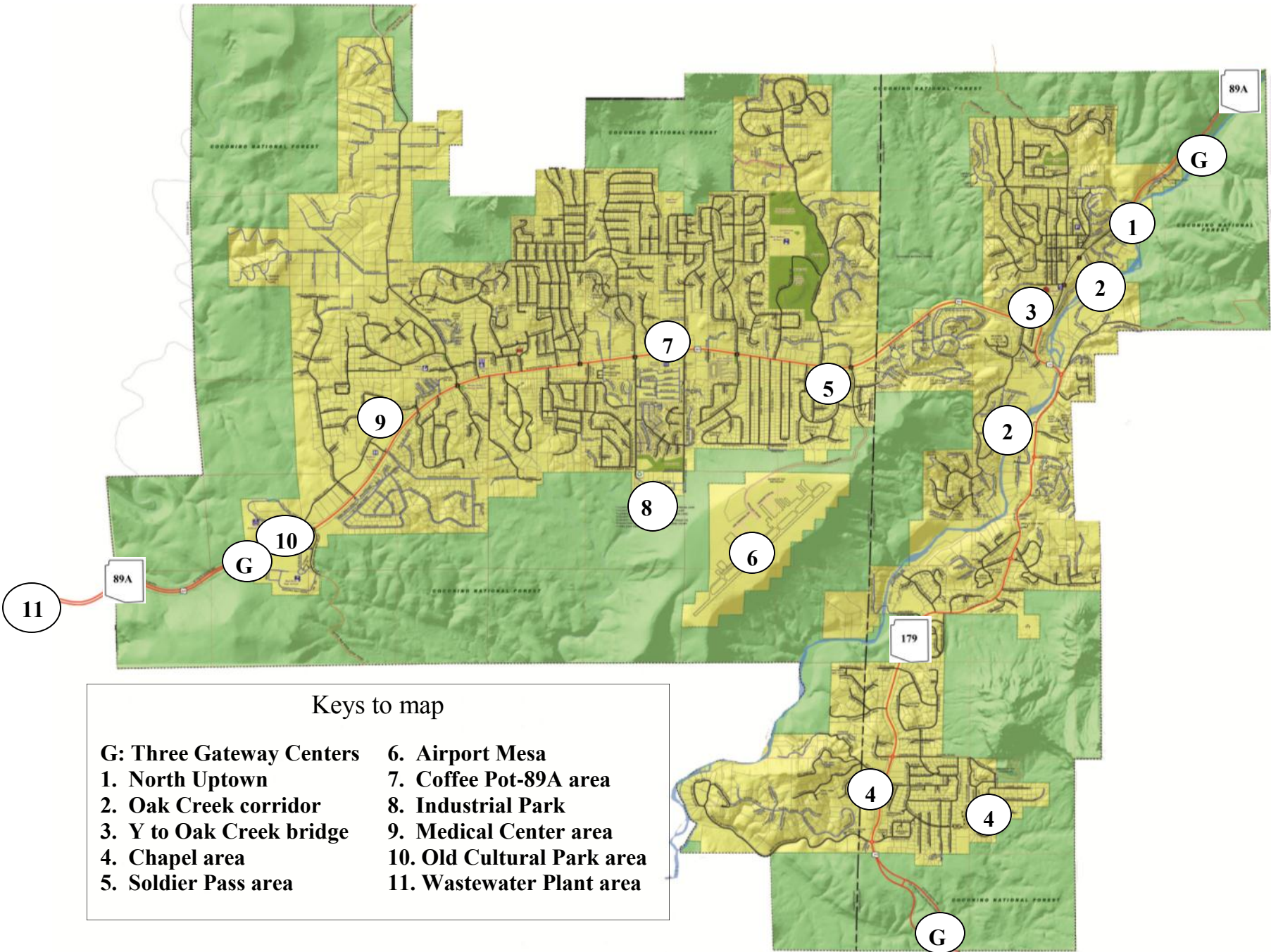
### Using the response section (pages 7-10)

**After** you’ve fully experienced each of the E-T-C themes, tell us what you think by completing the actions on the lift-out response section and sending it to us. You can also do this entirely online at [www.SedonaAZ.gov/PlanUpdate](http://www.SedonaAZ.gov/PlanUpdate), if you prefer.

**Please complete this feedback and get it to us by January 31**, so we won’t miss your input in identifying Sedona’s single vision.

*Thank you for participating!*





### E-T-C comparisons

The numbers on this map refer to some of the ways that each specific area *could* be used under the three different scenarios:

**Environment:** pages 4 and 5.  
**Tourism:** pages 6 and 11.  
**Community:** pages 12 and 13.

Please put yourself in *each* of these scenarios, one at a time, and consider how life might be in *that* one.

These same numbers appear on the big exhibits for each scenario, on display around town. See the website [www.sedonaaz.gov/PlanUpdate](http://www.sedonaaz.gov/PlanUpdate) for how to find them, or just wait for one to “pop up” in key locations in January.

Oh, yes — you’ll find some very important things that everyone agrees on, common to all three E-T-C scenarios, shown on pages 14-15.

**Then use the lift-out section, pages 7 through 10, to give your impressions of these ideas and your own ideas before January 31. *That’s very important!***

# What if Sedona emphasized



*On these two pages you’re asked to imagine a Sedona where Environment comes first in all our plans. Spend some time in this vision; pretend it’s real. Immerse yourself in the whole concept of Environment, look around, walk through your typical day, and feel what it’s like!*

**E** “Our world will die if we don’t take care of it.”  
— Peter Hoyle, student at Sedona Charter School

To paraphrase an old saw, “Everybody talks about the environment but nobody does anything about it.” At this writing we have only one Earth, and only one Sedona. More and more, people are becoming aware of the need to protect our land, our air, our water and our food sources. But when it comes to real action, there’s somewhat less energy expended.

Sedona people have identified some genuine needs, and offered recommendations that could yield spectacular results if the public will is strong enough. It’s not difficult to make small changes that improve quality of life. Our environment is a *people* issue that also bears on the other two; we all live in it so it’s a *Community* matter, and it’s a key factor in attracting visitors so it’s a *Tourism* matter as well. The job now is to find the best balance for the one Sedona in 2020 and Beyond.

*What if Sedona lived by the hiker’s creed: “Take only pictures; leave only footprints; kill only time”? Imagine that all residents and visitors elevated preservation of the natural environment above their own needs and desires, both at work and play. Imagine that Sedona is recognized for sustainable practices and healthy living.*

*What if we ensured for generations to come that the majesty of our land, integrity of the waterways, purity of the air, and the vitality of the wildlife that inhabit them would survive unaltered? In this imagined Sedona in 2020 and Beyond, the following things could have happened.*

**Fewer autos, cleaner air**

Automobiles and their exhaust are reduced, thanks to pedestrian and bicycle paths connecting neighborhoods and public places. These pathways also lead to solar-powered shuttles and regional transit. Visitors can leave cars and buses in parking garages at one of three gateway visitor centers. Emissions from traffic backups are reduced. Highway medians have xeriscape plantings, or are irrigated by return lines from the wastewater treatment plant.

**Education, awareness and action**

A new learning center for green technology, sustainability, and stewardship of public lands is on the old Cultural Park site, run by Yavapai College. It is staffed by professionals who raise awareness among residents and visitors.

City codes and incentives promote green building practices, conservation and re-use of materials, reduced consumption, alternative energy sources, rainwater harvesting, recycled wastewater, storm-water infiltration, and more xeriscape planting.

Through citizen action and city regulation, recycling and other sustainable practices have become the norm in all hospitality and retail services, as well as special events. Recycling and composting centers in neighborhoods are used by every family.

**Local food production**

In Sedona and across the Verde Valley, local gardening and farming have almost eliminated the need for imported produce. Restaurants and homes are supplied year-round from local

**Defining principles of the Environment focus**

- ⇒ Neither the convenience of our visitors, nor even our own comfort, will take precedence over protecting and renewing the earth.
- ⇒ We are willing to make financial as well as personal sacrifices to restore our damaged lands and end further human encroachment.
- ⇒ We will not grow in size, and may even shrink in population and physical footprint, as we become more balanced with the capacity of the land and its resources for our survival and well-being.
- ⇒ The town is as tranquil as its surroundings.
- ⇒ The carbon footprint of residents and visitors is minimized.
- ⇒ The land, water, flora and fauna are protected and nurtured.
- ⇒ Local food production is a land use priority.

farms, community gardens in schools and neighborhoods, as well as hydroponic farms and irrigated lands near the wastewater plant.

**Harmony with scenic values**

Sedona's natural scenic beauty is enhanced, protected, and left untouched by the official actions of the city as well as actions by citizens and developers. Open spaces and low-profile buildings along West 89A preserve views of the red rocks. The US Forest Service policy of no land trades is not compromised.

Nondescript signage throughout the city has been replaced by low-impact signage with a distinctive theme. Trees and shade structures along highways and paths provide comfort as well as reducing reflective heat. Subdued down-directed lighting affords night sky views.

Utility lines have disappeared underground. Dark skies are preserved by low-level lighting and signage control along 89A, and homes with nonconforming outside lights and paint colors have been brought up to code.

There are ways that specific areas *could* be used in each of the E-T-C scenarios. These are for the Environment scenario.

The numbers refer to the City map shown on page 3, and on the big “pop-up” exhibits around town.

GE. Three Gateway Centers

The western gateway on 89A is at the old Cultural Park site. The eastern gateway is at the site of the former Red Rock Lodge. The southern gateway is at the US Forest Service Visitor Center south of the Village. Each has visitor information and a public transit station with parking area. They emphasize “How to be a responsible eco-tourist without spoiling your fun.” There is a list of “4-Leaf” resorts and hotels that practice green technology. Visitors may sign up for trail maintenance and environmental classes.

1E. North Uptown

The Sedona Land Trust has acquired creek-side undeveloped property for use as a riparian open space preserve. This natural area is a compatible neighbor to the Sedona Arts Center, which has expanded its campus to feature plein air painting and instruction in the nature preserve. The Sedona Farm has reinstated historic orchards and gardens along the historic irrigation ditch.

2E. Oak Creek Corridor

Due to Sedona’s strong environmental protection ethic, creek access is limited. Pathways with direct access to the creek are controlled by permit. Guided tour programs, water quality seminars and restoration events provide ample opportunity to enjoy the creek. Market gardens and organic orchards line the historic irrigation ditches.

3E. The “Y” to Oak Creek Bridge area

A creek-side park anchors this area with a focus on “looking but not touching” the creek to preserve its natural state. A landscaped transit hub drops off residents and visitors for a stroll on one of the hiking loops, visits to nearby galleries, restaurants and shops. A Nature Discovery Center shows how Sedona practices environmental leadership, protecting its environment, and encouraging visitors to partner as eco-tourists and reduce the carbon footprint. Orchards and gardens have reemerged along historic irrigation ditches.

4E. Chapel area

Enhancing the sense of arrival to Sedona, undeveloped properties along 179 have been acquired by the Sedona Land Trust and preserved as open space. Houses and buildings express the town’s green design ethic, and are carefully integrated into the landscape. Sedona’s public transit system has enabled an auto-free zone at the Chapel of the Holy Cross, so visitors and residents can have a tranquil experience in this setting.

5E. Soldier Pass area

Known as the *Urban Gardens*, this area is anchored by a native plant nursery, market gardens, and an arboretum. The Sedona Farm organizes its efforts from this central location, and runs the *Center for Urban Agriculture*, teaching about edible landscapes and water conservation. Employees live on-site along with visiting professors and conference attendees. The nearby shops and businesses feature local produce and products. Residents and visitors arrive by public transit to stroll or to work in the Urban Gardens

6E. Airport Mesa

The Sedona Airport has been replaced by a larger regional airport which serves all of the Verde Valley. The mesa land is now used for a solar power plant. In conjunction with the solar collectors that shade all surface parking in town, and the voluntary changes in consumption habits, this solar installation produces a significant amount of Sedona’s electricity. It has also become a destination for visitors seeking similar solutions for their communities.

7E. Coffee Pot at 89A area

Where asphalt and cars once dominated, a “town green” is now Sedona’s centerpiece of environmental design. A new natural history museum anchors diverse uses that surround the green, and line the pedestrian ways that link this area together. Affordable housing above some shops adds a full-time residential presence. Parking areas are shaded by solar collectors. Locally produced products attract neighbors and visitors who arrive on foot, bicycles, public transit and electric vehicles to mingle in this vital atmosphere.

8E. Industrial Park

Supporting Sedona’s commitment to a strong environmental ethic, this area includes a range of facilities to repurpose, reuse or recycle the majority of Sedona’s waste stream. This has spawned new businesses that manufacture products from reclaimed

waste. Some retail businesses which focus on green and sustainable products have located here. A research facility provides innovative solutions to the business of the park.

9E. Medical Center area

The Sedona Land Trust has secured a substantial amount of undeveloped land here for viewshed preservation. Homes exemplify Sedona’s *Green Building Guidelines* and set an example of stewardship.

10E. Old Cultural Park area

This land has been restored to nature as primarily a greenbelt. The new Sedona Land Trust has purchased the site or facilitated a transfer of development rights to land in the growing town center. Yavapai College emphasizes biodiversity and helps to coordinate the naturalization of this land. A *Nature Discovery Center* on the site of the old trash compactor provides a place to enjoy the view and learn about the environmental stewardship practiced here. The High School’s curriculum focuses on environment, and the school is transformed into a model of green architecture. Housing for school employees and school gardens are also located here. The earth-covered parking garage minimizes impacts, and allows this area to serve as Sedona’s western gateway — encouraging day visitors to use public transit.

11E. Wastewater Treatment Plant area

As a leader in land conservation, protecting our western gateway is an important element of Sedona’s policies. The majority of this land is maintained as wetlands and natural open space. The structures are redeveloped to minimize their visual impact. Treatment technologies are maintained at the highest level of filtration; effluent replenishes the aquifer and is used for landscape irrigation and greening of right-of-ways.

After you’ve thoroughly immersed yourself in *this* imagined Sedona for the Environment, you may proceed to page 6 for the next scenario.

NOTE! Through January 31, you can see large-scale exhibits of all three scenarios outside City Hall and at other locations. For a schedule and to get access to the interactive online version, visit website [www.SedonaAZ.gov/PlanUpdate](http://www.SedonaAZ.gov/PlanUpdate)



# What if Sedona emphasized *Tourism*

*On these two pages 6 and 11 you’re asked to imagine a Sedona where Tourism comes first in all our plans. Spend some time in this vision; pretend it’s real. Immerse yourself in the whole concept of Tourism, look around, walk through your typical day, and feel what it’s*

**Nature is our leading commercial product**

Nature has given us spectacular red-rock formations, contrasting greenery, clear blue skies and one of the few streams in Arizona that runs all year. At night you can see all the way to the stars. Visitors pay us to see all that.

Along with reliably good weather, creative artists and friendly citizens, Sedona attracts visitors from every state and around the world. Many choose to live here part-time, but return to their origins for certain seasons. People from cold states come here in winter. Some from hotter climes come in the summer.

Because of this tourist business, Sedonans enjoy many good restaurants, art, performances and other amenities that the average small town can’t afford. And any time of year, it’s a paradise for photographers and artists.

We’re all tourists when we go somewhere else. The local people where we go have the same comments about us — we choke their towns with traffic and we jaywalk across their busy streets. But they’re happy to see us in their shops and hotels and cafes, because we help to keep their economy green there.

*What if Sedona were the first choice vacation destination of Americans and international travelers? Imagine outdoor enthusiasts, spiritual pilgrims, and lovers of the arts flocking to Sedona for extended stays and returning often. What if it were a leading location for sales conferences and executive retreats? And vacationing families found it the perfect place to create stress-free, lifelong memories? What if Sedona’s citizens set a gold standard for hospitality, providing services that showcased the area’s natural magnificence, while delivering first-class amenities with small-town charm and friendliness?*

**Transportation**

Visitors arrive without cars, or leave them in parking structures at three gateway visitor centers; tour buses are left there as well. Low-impact pathways are shared by pedestrians and bicycles between "hop-on" locations where public shuttles run on schedules and on call.

Landscaped medians have replaced the two-way turn lanes on 89A. Roundabouts and other access-control measures have improved traffic flow and pedestrian safety.

**Circulation**

Pedestrian bridges, underpasses or controlled crosswalks between Hillside and Tlaquepaque, Uptown and Creekside, and across 89A provide safe and convenient access to amenities and reduce traffic backups.

A variety of recreational hiking and biking trails, away from highways and streets, are accessible to all ages and abilities, with ample parking at trailheads.

**Education and spiritual values**

A learning center for arts, culture, green technology, agriculture, medicine, and sustainability attracts young professional visitors, who stay for extended times. A youth hostel provides an affordable alternative for backpackers and tourists.

The area's spiritual and wellness values are further developed, to broaden the appeal for those seeking personal growth, alternative healing arts, and inspiration.

**Meeting and living facilities**

A meeting facility, designed to harmonize with nature, allows businesses and professional

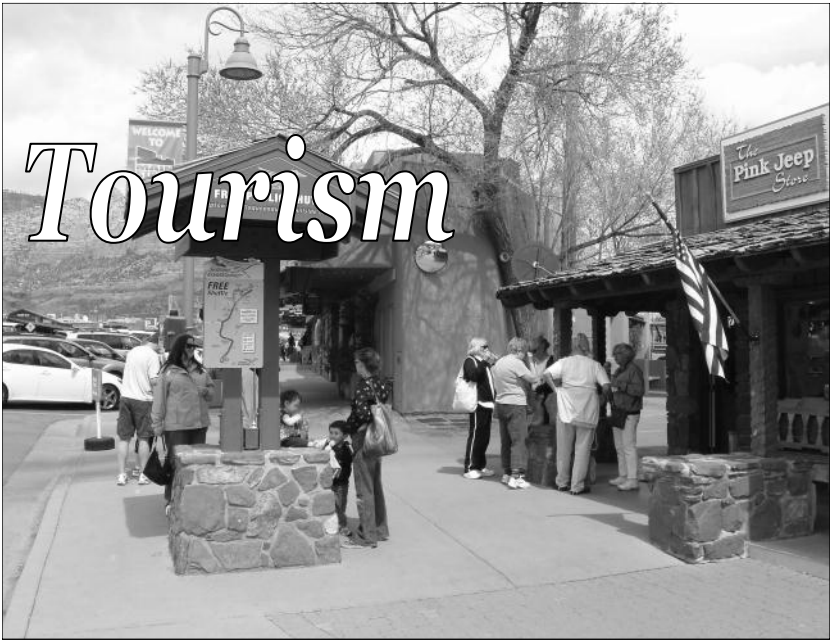
organizations to communicate in a setting unmatched for creative inspiration, while adding capacity to support the Film Festival and similar events.

Affordable housing enables hospitality and retail employees to live in Sedona, improving morale and stabilizing the tourism industry workforce.

**Arts, culture and scenic values**

The scenic values that attract visitors are also reflected in our built environment. Utility lines are buried, and the highway and walkways are lined with artistic benches, water fountains, and low shade trees.

Lovers of the arts and culture flock to Sedona in increasing numbers, drawn by the addition of an art museum, performing arts venues, the revival of the Cultural Park, a film museum, and events of history, cultural diversity, and Native American crafts and arts. Jordan Road in Uptown is a walkable route with galleries and restaurants, giving Sedona a reputation as a must-visit art community.



- Defining principles of the Tourism focus**
- ⇒ **We treat Sedona’s visitors with the same favored status that we extend to friends we welcome into our homes.**
  - ⇒ **Appreciating the economic benefit that tourism affords us, we budget and spend for visitor needs equally with our own.**
  - ⇒ **We will grow in services rather than population, to attract a more diverse base of visitors and to increase their average length of stay.**
  - ⇒ **A diverse mix of events and activities is available throughout the town and throughout the year.**
  - ⇒ **Chance encounters between residents and visitors improve the quality of experience for each.**

*Continued on page 11.*

7

# Now lift out this 4-page section (p. 7-10); use it to give your thoughts *after* you’ve read the rest of this publication.

*After you’ve fully experienced each of the E-T-C themes on pages 4-6 and 11-13, or by seeing one of the exhibits around town, tell us what you think by completing this pull-out response section and sending it in to us. Your answers and comments are critically important now!*

*You can also do this entirely online, if you prefer, at [www.SedonaAZ.gov/PlanUpdate](http://www.SedonaAZ.gov/PlanUpdate). Please complete this feedback and return it before January 31, so we can use your input in identifying Sedona’s single vision.*

<p>In this 4-page section are summaries of the E-T-C scenarios on pages 4 to 6 and 11 to 13. The brief points below and pages 8 -9 are only here as reminders; please take another look at the more detailed ideas on pages 5, 11 and 13 before you complete this survey.</p> <p>Please don’t consider these choices as a straight-ticket vote between these three</p>	<p>themes. Analyze each concept for a given area on its own merits. <i>Only then</i> use this pull-out section to give your reactions.</p> <p><i>Check the boxes below</i> for all of the parts you like. You may check more than one in each row if you want. If “none of the above,” please use blank areas or another sheet to write in your own ideas.</p>	<p>Of course, some things can’t be done by City government alone. Some could be done through public-private partnerships, some through special financing, some by non-profit organizations and others can be accomplished only by private enterprise.</p> <p>The goal here is to learn what you feel <i>should</i> be done for Sedona 2020 and Beyond.</p>
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G Three Gateway Centers		
<b>Emphasis on Environment</b> Information center (“How to be a responsible eco-tourist.”) & resorts with green technology. Visitors can get green classes.	<b>Emphasis on Tourism</b> Visitors learn of transit, tours & shopping. Prepaid “Sedona Pass” includes transit, shopping discounts and events tickets.	<b>Emphasis on Community</b> Mostly natural open space. Structures have minimal visual impact. Highest treatment, effluent replenishes aquifers and irrigation.

1 North Uptown		
<b>Emphasis on Environment</b> <i>Sedona Land Trust*</i> acquired creek-side for open space preserve. SAC has plein air art instruction in preserve. Orchards and gardens.	<b>Emphasis on Tourism</b> Creek-front resort, shopping, and creek park add to the visitor experience of Uptown. Creek-side dining, arts events. Parking garage.	<b>Emphasis on Community</b> SAC expanded as part of a mixed-use housing community. Live-work studios, shops and restaurants. Creek-side park .

2 Oak Creek Corridor		
<b>Emphasis on Environment</b> Pathways with direct access to the creek are controlled by permit. Guided tours. Market gardens and orchards along ditches.	<b>Emphasis on Tourism</b> Creek walk from Lomacasi to Crescent Moon. Quiet sitting areas and shade. Some parts are handicap accessible.	<b>Emphasis on Community</b> Creek walk and park. More for community use than visitor access. Owner privacy is respected. Residents learn about water issues.

3 “Y” to Oak Creek bridge area		
<b>Emphasis on Environment</b> Creek-side City park. Transit hub. Nature discovery center. No more building. Sedona Land Trust* restores open space.	<b>Emphasis on Tourism</b> Heart of Sedona. Town square. Transit hub. Parking garage. Historic landmarks. Visitor info center	<b>Emphasis on Community</b> Exciting residential area. Walkway network. Mix of uses. New school on Brewer Road. Creekside park.

*\* Sedona Land Trust: A non-profit organization should be formed to attract bequests and purchase sensitive lands for preservation or restoration to nature.*

*Have you checked the envisioned uses you like above? Leave unchecked the ones you don’t care for. Proceed to page 8.*





10

Old Cultural Park area

<b>Emphasis on Environment</b> Reclaimed as greenbelt. Yavapai College and High School emphasize biodiversity. Nature Discovery Center. Green architecture.	<b>Emphasis on Tourism</b> Events venue. Resort hotel, amphitheater. Music Camp, Culinary Institute, School of Film, and School of Art. Performances.	<b>Emphasis on Community</b> Sedona Campus. Mix of uses, education, research, conferences. Live-work housing. Vocational and technology training.
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11

Wastewater Treatment Plant area

<b>Emphasis on Environment</b> Non-profit Discovery Center provides jobs for youth or retirees. “Sedona Pass” supports community projects. Tickets & discounts.	<b>Emphasis on Tourism</b> Special events, concerts, fairs and festivals. Effluent irrigates landscape. Discovery Center at the wetlands complements activities.	<b>Emphasis on Community</b> Enviro-industrial park. Mix of businesses provides jobs. Wetlands Discovery Center anchors regional park for Verde Valley.
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In the diagram at right, you see three circles representing the E-T-C scenarios you’ve studied in this publication. But there are actually seven areas, where factors common to two scenarios overlap. In the center area, they all overlap.

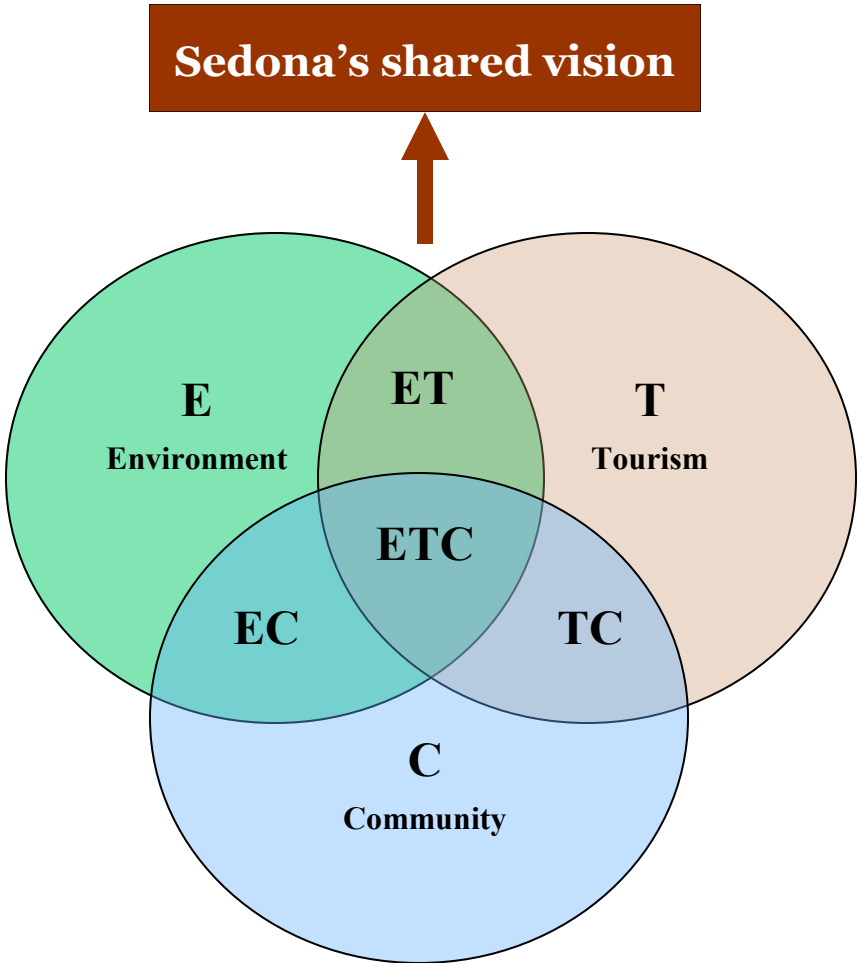
*In general, where do you find yourself?*

Maybe your preferences find you in the exact center where all three E-T-C scenarios overlap. Or maybe between two of them but not in a third. Or maybe you’re totally in one of them — either near one of the other circles or closer to the edge.

You might surprise yourself to find where you really stand, after considering all the possibilities on pages 4-5, 6-11 and 12-13. Try “living” in each scenario for several minutes *before* you do this.

We ask you to put your check mark ✓ in only one of the seven areas at right. Put your checkmark anywhere in an area, to show your leaning.

***Please don’t do this until you’ve read the rest of this publication!***



**A. In your own words, write below what you feel are the two most important things that should be in Sedona's new Community Plan.**

1. \_\_\_\_\_

**B. Use this space below for any other comments you'd like to make — things you like and/or things you don't like. You may want to look ahead at pages 14-15 first. Add a separate sheet if needed. Thank you!**



“Minds are like parachutes; they only function when they are open.”  
—*Fortune cookie*

9

“Everybody loves progress, but nobody likes change.”  
– *Fortune cookie*

**This part is optional. If you give us your name and contact information, you'll be entered in the prize drawing described at right. We won't use your name without your written permission.**

Name: \_\_\_\_\_

Address, City, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

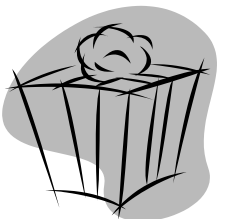
*Thank you for participating in this project,  
and for your interest in Sedona 2020 and Beyond!*



**Turn in this four-page section with your response and contact information, and you'll be entered in a drawing for some fine prizes.**

**Every City resident who turns in this 4-page response section by January 31, with your preferences marked, is eligible for this drawing. You may turn yours in at a meeting, mail it in later, give it to a Steering Committee member at one of the exhibits, do it on the City website, or drop it at City Hall in the Community Development Dept.**

**No need to be present to win.  
Entries must be in by Thursday, Jan. 31.**



**Mail this four-page section in an envelope to:**

Mike Raber, Senior Planner, City of Sedona,  
102 Roadrunner Drive, Sedona, AZ 86336.

**or do the survey on our website:**  
***[www.sedonaaz.gov/PlanUpdate](http://www.sedonaaz.gov/PlanUpdate)***

**or** bring it to City Hall, Dept. of Community Development,  
**or** drop it in the mail slot at our Community Plan Room, 1725  
West Hwy. 89A, Suite D. Be sure it's in by Jan. 31 for the drawing!

There are ways that specific areas *could* be used in each E-T-C scenario. These are for the Tourism scenario.

Continued from page 6

GT. Three Gateway Centers

The western gateway on 89A is at the old Cultural Park site. The eastern gateway is at the site of the former Red Rock Lodge. The southern gateway is at the USFS Visitor Center south of the Village of Oak Creek.

To reduce traffic congestion, visitors learn of a unique public transit service that will enhance their experience. From the gateways, visitors tour Sedona with narrations describing sights, attractions and events plus shopping opportunities. A prepaid “Sedona Pass” includes transit fares, shopping discounts and events tickets.

Convenient transit schedules and stops (incorporating stops for locals) make this the preferred method for visiting Sedona.

1T. North Uptown

A creek-front resort, a meandering shopping street and a creek-side park add to the visitor experience of Uptown. The expanded Sedona Arts Center has integrated new facilities into the fabric of the shopping street. Both visitors and locals interact while enjoying creek-side dining, arts events and the park. Many arrive on foot by strolling the Oak Creek walk, others come by public transit. Those who drive park in convenient underground facilities.

2T. Oak Creek Corridor

The Great Creek Walk stretches along Oak Creek from Lomacasi to Crescent Moon Ranch. Visitors and locals use the trail, as an abundance of peaceful rest areas and shade structures allow for a casual pace. Parts of the trail are handicap accessible. Many visitors spend two or three days to experience the entire Creek Walk.

3T. The “Y” to Oak Creek Bridge area

This is Sedona’s main gathering place, incorporating a civic plaza anchored by an anthropology and history museum, a market green for outdoor vending and events, and a town park using the historic USFS buildings. A visitor center and transit hub provides information on activities, events, destinations and transportation options. It has an integrated parking structure and access to public buses, pedestrian ways and bike paths. The creek-side park is used by both residents and visitors.

4T. Chapel area

The Chapel of the Holy Cross continues to be a major visitor destination, but everyone gets to it by public transit. The old parking lot was depaved and transformed into a landscaped vista park, where visitors can enjoy the distant views and appreciate the magnificent Chapel architecture in its natural setting.

5T. Soldier Pass area

A premier resort with a range of amenities and conference facilities complement this mixed-use, walkable district. The Elks Club has evolved into a unique Sedona Center, making it a place for residents and visitors to mingle and participate in events. Two historic houses are integrated into the resort fabric and lend a sense of history to the experience. Cars are parked underground to minimize impact. Villas and worker housing transition the public area to adjoining residences.

6T. Airport Mesa

The Sedona Airport has been enhanced to become the fourth gateway into town. Private aircraft and small regional jet service provide a great first impression for visitors. Locals and visitors mingle every evening on the rim walk and at the scenic overlook. The terminal has been remodeled to make a statement about first-class visitor experience. Services include more lodging, restaurant options, a visitors center, convenient public transportation and a range of tour options.

7T. Coffee Pot at 89A area

A lively town square is a gathering place for locals and visitors. The Sedona Community Recreation Center is located on the square along with a mix of uses that keep this visitor destination active day and night. An international hostel occupies second-level spaces, with balconies that overlook the action. Automobiles are accommodated in unique parking structures, yet most people arrive by convenient public transit. Entertainment and restaurants attract locals who want to mingle with and welcome visitors. Many events are hosted in this town square.

8T. Industrial Park

This area has become a central location for “back of the house” hospitality services such as laundry, landscaping nurseries, materials storage, vehicle maintenance and employee housing. The site and services are shared by Sedona’s hospitality providers, enabling a higher quality of service to be delivered at a lower price. Centralizing these functions ena-

bled more valuable land at each resort for use to enhance the visitor experience.

9T. Medical Center area

The Sedona Medical Center and other health and wellness facilities have a working relationship, broadened to include destination health care services. Employee housing and healing resorts lend a residential component to the mix. As a provider of medical tourism, this campus has created a number of well-paid jobs.

10T. Old Cultural Park area

This area has been reborn as a main venue for events. A major resort hotel rings the back of the amphitheater, while residents and other resort guests in town access the events by transit. This property integrates Yavapai College with many uses such as the Sedona Music Camp, Sedona Culinary Institute, Sedona School of Film, and Sedona School of Art. Performance and seminar spaces accommodate activities of all sizes and types. Employee housing is in walking distance and, with other mixed uses, adds vibrancy. A pedestrian bridge links it to the High School and Performing Arts Center. The school curriculum offers tracks for hospitality-related businesses and performing arts.

11T. Wastewater Treatment Plant area

This location is home to a large special events center. The site plan is designed to celebrate the views and facilitate a wide range of events and activities. Regional sports tournaments, canine and equestrian events, concerts, festivals and fairs and are all served by public transit for those participants staying in town. Surface parking accommodates others and also doubles as a park’n’ride for day visitors. Effluent from the treatment plant irrigates the landscaping, and the new Discovery Center at the wetlands is a nice compliment to the activities.

After you’ve thoroughly immersed yourself in this imagined Sedona for Tourism, you may proceed to page 12 for the next scenario.

NOTE! Through January 31, you can see large-scale versions of all three theme maps outside City Hall and at other locations. For a schedule and to get access to interactive online versions, visit our website at [www.SedonaAZ.gov/PlanUpdate](http://www.SedonaAZ.gov/PlanUpdate)



# What if Sedona emphasized

On these two pages you’re asked to imagine a Sedona where **Community** comes first in all our plans. Spend some time in this vision; pretend it’s real. Immerse yourself in the whole concept of Community, look around, walk through your typical day, and feel what it’s like!

C

# Community



What if, more than anything else, we saw Sedona as our home, and that we are all an extended family who continually build it, maintain it, and share it for our mutual benefit? That we support and inspire each other with our work? And we entertain, teach, comfort, protect, and celebrate each other. Imagine that service comes naturally and that selflessness is our standard. What if we were a self-sufficient community, guided by the wisdom of elders, supported by the fruits of our labors, and energized by the laughter of our children?

In this Sedona of 2020 and Beyond, these following things could have happened.

### Transportation and circulation

Sedona is pedestrian-friendly with accessible, low-impact paved trails for recreation and for connecting homes, shopping, public spaces, and trailheads. People walk to gathering places. Shaded sidewalks, pedestrian bridges, safety islands, and medians with controlled crosswalks make foot traffic along and across 89A safe and comfortable.

Business parking lots are interconnected. Residents are served by transit with regional links and neighborhood connections. Bicycles move safely in separated lanes along 89A and through neighborhoods, connecting with transit nodes.

### Economic vitality

We produce much of our own food on farms throughout the Verde Valley and in community gardens at school and neighborhood sites. The food is sold at neighborhood markets, providing easy access for residents.

Our local economy has become more stable through diversification to non-tourist enterprises, such as solar and other green energy and high-tech, which attract and retain young professionals and their families. Cottage industry entrepreneurs and home businesses enjoy a creative lifestyle away from corporate

### Defining principles of the Community focus

- Practicing community—sharing with, supporting, and celebrating with our neighbors—is the essential foundation on which our relationship to the environment and our visitors depends.
- In funding decisions, we prioritize over all else the education and well-being of youth, the health and dignity of our seniors, and the safety and happiness of our neighbors and ourselves.
- We grow to attract a diverse and engaged populace, and expand facilities necessary to create a more diversified economy and more diversified employment opportunities.
- Neighborhoods are clearly defined and include identifiable central gathering places.
- Residents have diverse options to find meaningful work.

offices; a central office facility provides conferencing and other services.

### Shelter, health, and safety

A full range of housing options enable people who work in Sedona to live in Sedona. Zoning and incentives assure that older neighborhoods and mobile home parks are revitalized, that mixed-use developments offer live-work solutions, that organizations like Habitat for Humanity provide affordable new construction, and that multi-generational and co-op housing are supported.

Retirees age in place or are active in full-service retirement communities, and they volunteer with the community and non-profit organizations.

We care for each other's health, safety, and welfare through expanded medical and alternative health facilities, affordable day-care, shelter and aid for the homeless. Flood hazards have been mitigated, and emergency procedures are in place and understood.

### Community life

Educational opportunities abound, through a community college expansion or satellite campus and a learning center for arts and culture, green technology, agriculture, and

sustainability. The Citizens Academy concept has been expanded to the general public. Seniors mentor youth and youth provide companionship in intergenerational activities.

Residents attend and participate in historical and cultural events, as well as a variety of visual and performing arts. The Uptown area around Jordan Road forms an arts triangle, with museums, galleries, performance venues, restored historical sites, and restaurants, all connected by a walking route and other amenities.

Sedonans support independent shops and restaurants instead of big box stores and chains.

Neighborhoods have gathering places where block parties and festivals, community gardens, small markets, pocket parks, playgrounds and other services are within walking distance. Public places support concerts, festivals, and public forums for residents of all ages.

A town center at the core, rather than on the fringes, provides a focus for Sedona life, houses government services, and affords space to host community-wide events and celebrations in an open air plaza or a multi-generational recreation center.

There are ways that specific areas *could* be used in each E-T-C scenario. These are for the Community scenario.

GC. Three Gateway Centers

The western gateway on 89A is at the old Cultural Park site. The eastern gateway is at the site of the former Red Rock Lodge. The southern gateway is at the USFS Visitor Center south of the Village of Oak Creek.

The Sedona Discovery Center at the western gateway is a non-profit enterprise that provides jobs and opportunities for young or semi-retired residents.

A prepaid “Sedona Pass” helps to support community projects, investing in youth, and educating on healthy lifestyles, locally grown food and other products.. Each level of the pass affords access to amenities such as parks, public transit, Native American programming, tickets for events and shopping discounts.

1C. North Uptown

The Sedona Arts Center has expanded to become part of a mixed-use housing community. Age-in-place housing, with a focus on arts appreciation, is complimented by affordable apartments, live-work studios and a lively street life with shops and restaurants. A creek-side park is integrated into the path network, linking this neighborhood to the rest of Uptown and the gallery district.

2C. Oak Creek Corridor

The Oak Creek Walk links north Uptown with Hillside Plaza. Residents and visitors can spend a day at the creek park and walk along the creek to lunch or shop. More access points along the creek have a hidden aspect, since they are more for community use than visitor access. Owner privacy is respected. Citizens study water quality issues and work to maintain a pristine waterway.

3C. The “Y” to Oak Creek Bridge area

Oak Creek is the centerpiece of this exciting urban neighborhood. A mix of uses allows residents to shop, live and work all within this riparian area. Urban gardens and live-work homes up Schnebly Hill, terraced lofts on the slopes above the Garland Building and apartments above many of the shops combine with age-in-place and affordable housing to sustain a diverse population. Most shops focus on the needs of residents, who gather informally in the small plazas or at the creek-side park. The school facility on Brewer Road has come to life as a unique charter school and serves as another center of this neighborhood.

4C. Chapel area

Anchored by one of the churches, a small plaza with a local market and coffee shop serves as an active neighborhood center for Sky Mountain, Chapel area and Mystic Hills. Congregants from the four nearby places of worship expand the plaza community on the weekends. Neighbors also enjoy a small pocket park and the Chapel of the Holy Cross. Walkability is enhanced, since Chapel access is by bus and not private car.

5C. Soldier Pass area

A unique neighborhood of mixed housing types has emerged, combining age-in-place, affordable co-ops, live-work and luxury housing with residential services. Shared facilities allow for doing more with less. Residents use public transit for trips on 89A, but walkability is key within the neighborhood. Community gardens, safe play areas and a neighborhood center encourage community interaction. A safe crossing zone at 89A allows residents to walk to shopping, dining, attend church and access the Posse Grounds Park and school.

6C. Airport Mesa

The Sedona Airport has remained small and become successful at encouraging low-noise aircraft. Flight paths respect tranquility of residential neighborhoods. School children take field trips to the airport to learn about the science and history of flight. The mesa hosts community events and fairs. Public transit serves such occasions, and access to the trail-head and scenic overlook on the rim.

7C. Coffee Pot at 89A area

Sedona now has the town center it has longed for. By a public-private partnership this area has been redeveloped with the new City Hall as the centerpiece of a gathering plaza. A diverse mix of uses defines the perimeter of this plaza; this is the place to see and be seen. A pedestrian mall connects the City Hall to the branch Post Office. Parking structures store cars in convenient locations. Affordable apartments over some shops offer age-in-place and live-work housing. Paths link nearby neighborhoods to this center, while other Sedonans may arrive by bicycle and public transit. This active neighborhood hosts a spectrum of activities and interactions.

8C. Industrial Park

The Industrial Park has been repurposed so there is more job creation. Based in a creative “incubator” workspace, a board of mentors made up of retired industry leaders helps young entrepreneurs grow their businesses.

Unique building designs are encouraged so investors sense the vitality of these startup endeavors. Live-work studios and affordable housing add to the campus feel of this area.

9C. Medical Center area

Along with an expanded Medical Center, a age-in-place housing and elderly services form the basis of this mixed-use neighborhood. Medical research facilities provide good jobs. Employee housing and live-work studios add diversity. This generates a healthy community interaction at the commercial corner, which is a center for this area and nearby neighborhoods. Walkability and easy public transit to the rest of town make it a great location to live and work.

10C. Old Cultural Park area

Now called the Sedona Campus, this area is a mix of businesses, educational institutions, think tanks and research facilities, creating meaningful jobs for residents. A conference hall complements the Performing Arts Center. A live-work aspect allows full-time residency. Visiting industry leaders can cross-fertilize with campus activities. The High School is highly integrated into this vitality, and its classrooms are used in the evenings for adult education. The expanded school curriculum includes vocational and technology training.

11C. Wastewater Treatment Plant area

Water, a resource for industry, has allowed this area to develop as an enviro-industrial park. An intelligent mix of business allows for the output of one operation to be the input of another. It also provides jobs to diversify Sedona’s economy. A Wetlands Discovery Center anchors a regional park with active and passive uses for the whole Verde Valley. Public transit serves the gateway parking, to capture visitors coming from the west.

After you’ve thoroughly immersed yourself in this imagined Sedona for Community, you may proceed to page 14 for Common Visions.

Then use the response section, p. 7-10, to state your preferences.

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# Here are your most-mentioned ideas, either common to all three E-T-C scenarios, or outside them.

*All of these factors will be of paramount importance in drafting our new Community Plan.*

**You want to preserve Sedona’s natural scenic beauty.**

The essence of the Sedona experience, for residents and visitors alike, arises from the extraordinary nature of the land around it. Some are so taken by its beauty and energy that they feel it should have been preserved as a national park, so it could be appreciated by everyone while the human footprint was minimized.

Of course, that isn’t what happened. Visitors wanted to become residents, and the human footprint, small at first, grows over time.

From the early days of the community long before incorporation of Sedona as a City, preservation of our natural environment and scenic resources is of paramount importance to our citizens. We know that our natural open-space environment is our greatest asset.



**You want pathways to bike and walk.**

For exercise or fun, or to get where you’re going, well-maintained paths and sidewalks are a big priority for many citizens. Quiet paths through scenic wooded areas, sidewalks with occasional benches and shady spots near streets, and links to parks, schools, shopping and public places. Some of them should be paved and ADA-accessible. Others can be fairly primitive for a woody experience.

Pedestrians don’t like to be threatened by speeding bicycles, and vice versa. Wherever possible these modes should be separated, and bicycles shouldn’t be on ADA-accessible pathways for safety. For their own safety, bicycles should be separated from motorized traffic.

**You want places to get together for fun and serious stuff**

Sedonans are a gregarious lot. We gather socially and to discuss issues of importance. Some gatherings are planned with agendas, but some are impromptu. Some are for celebration, some for remembrance. Some are for recreation, some for entertainment, and some just to bask in fellowship while enjoying nature or good conversation. Some just would like benches and quiet shady spots to read and think.

You want places to do these things. For picnics and relaxation. To play games with balls, games with words, games with board pieces and games with cards. Parks, swimming pools, meeting rooms, club rooms.



**You like our arts and cultural heritage**

Visual and performing arts have been among the foundations of Sedona life since pioneer times. They contribute greatly to the quality of life for residents, to the quality of experience for our visitors, and to our economic health.

Our cultural heritage began in geologic times, giving us red rocks, and continued through the time of the earliest Native Americans and their descendants to this day. The first Anglo settler came in 1876; Sedona’s pioneers were a colorful lot and their hardscrabble efforts helped to set a standard for us.

Today, people from all walks of life bring a wealth of cultural diversity that imparts color and substance to our lives.





**You want safer, smoother flow of traffic**

It’s unanimous that traffic is an increasing problem in Sedona, both from safety concerns and the nuisance factor. Jaywalking pedestrians are hurt or killed. Rear-end and head on collisions are more frequent. Bicycle accidents. Close calls on the roads. Big backups and delays on 89A Uptown and 179. You’ve suggested several ways that these can be reduced, while still recognizing that cars are here to stay.

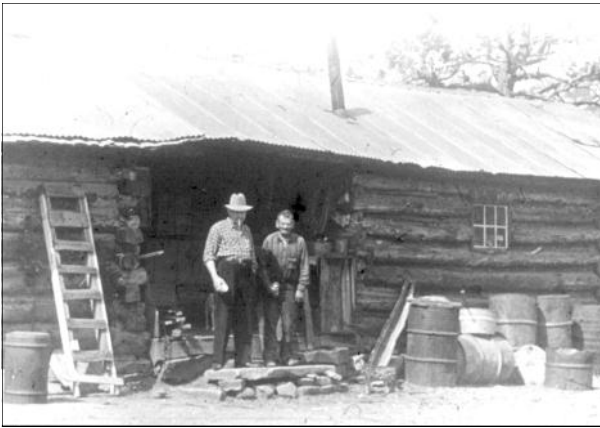
First, improvements to street and highway design are needed. Control of access and cross-traffic turns will greatly improve safety and efficient traffic flow with less start-stop and fewer accidents. More distance between vehicles in traffic lanes will reduce and side friction.

Reducing the number of cars in motion will also reduce congestion, exhaust fumes and fossil fuel burned. You’ve suggested public transit, more walkability, clearer signage and fewer distractions.

**You want to make our community sustainable**

You’re willing to reduce, reuse and recycle to prevent waste. You’d like more food grown locally, as in community gardens and hydroponics. You’d like to use less fossil fuels, to save cost and to reduce air pollution. Better public transit and easier circulation will help this.

Shopping as much as possible locally, for local products, will help our local economy. Fostering home-based businesses can also boost the local economy. Good jobs can help keep our young graduates here.



**You want to preserve history**

You appreciate the value of preserving our colorful local history, both for our own enjoyment and for future generations of Sedonans. Although many of us come from other communities, we have adopted this one and we find its heritage fascinating. We are archiving documents and artifacts, producing and attending historic programs, and designating structures as City landmarks and entries on the National Register of Historic Places for their protection. Most Sedonans want to continue and expand these efforts.

**You want to preserve the *character* of our community**

Sedonans are almost unanimous in wanting to “preserve our small-town character” but there are various definitions of what this “character” means. It depends in part on the origin and upbringing, and probably on the business career, of the speaker. It is totally shaped by the people.

It’s true that many people tend to be more active, and more passionate about their activities, in Sedona. They draw inspiration from the beauty of our natural surroundings, from each other, and from the desires they find to use and further these active pursuits. They have formed a variety of new organizations for this purpose, and such participation attracts them into other local activities that benefit the community. Some former corporate employees become self-employed, home-based entrepreneurs.

Sedona has grown from a few subsistence farmers to a constantly evolving cultural landscape. Under these pressures, that ephemeral thing we call Community Character may be difficult to maintain, and every community risks the degradation or loss of its treasured character.

This is one of the challenges we all face together as we try to create the *right* Community Plan for the “character” we want for 2020 and Beyond.



# Look for big exhibit panels around town through January



(This is only one part of the four-panel exhibits which describe the E-T-C scenarios and values they have in common.)

*Put yourself in this picture*

**Get the full story on E-T-C and be sure to put in your two cents worth!**

***You could also win a prize; see page 10.***



**These big exhibits can be seen at City Hall, at the Sedona Public Library, and in the Community Plan Room (1725 West 89A, Suite D).**

**For other locations and hours, check website [www.sedonaaz.gov/PlanUpdate](http://www.sedonaaz.gov/PlanUpdate) or just keep your eyes open — they'll also pop up around town.**